We claim:

1. A topical lotion comprising:
about 0.005 to 1.0 wt.% fluticasone, or a pharmaceutically acceptable salt or ester thereof;
about 1.0 to 10.0 wt.% of a C_{14}-C_{20} fatty alcohol or mixtures thereof;
about 1.0 to 5.0 wt.% of at least one skin conditioning agent;
about 5.0 to 15.0 wt.% propylene glycol;
up to about 10.0 wt.% mineral oil or white soft paraffin; and
the balance in water.

2. A topical lotion comprising:
about 0.005 to 1.0 wt.% fluticasone propionate;
about 3.0 to 7.0 wt.% of a C_{14}-C_{20} fatty alcohol, or mixtures thereof;
about 0.5 to 3.0 wt.% of at least one skin conditioning agent;
about 0.25 to 2.0 wt.% of at least one surfactant;
about 7.0 to 12.0 wt.% propylene glycol;
up to about 10 wt.% of mineral oil or white soft paraffin; and
the balance in water.

3. The lotion according to claim 1, further comprising less than about 5.0 wt.% dimethicone.

4. The lotion according to claim 2, further comprising less than about 5.0 wt.% dimethicone.

5. The lotion according to claim 1, wherein said pharmaceutically acceptable ester of fluticasone is fluticasone propionate.

6. The lotion according to claim 1, comprising:
about 0.05 wt.% fluticasone propionate,
about 5.0 wt.% cetostearyl alcohol,
about 1.0 wt.% isopropyl myristate,
about 1.0 wt.% dimethicone,
about 1.0 wt.% cetomacrogol,

about 10.0 wt.% propylene glycol
less than about 0.30 wt.% imidurea,
less than about 0.20 wt.% methyl paraben,
less than about 0.10 wt.% propyl paraben,
about 0.05 wt.% citric acid (anhydrous),
about 0.08 wt.% sodium citrate, and
the balance in purified water.

7. The lotion according to claim 1, comprising:
about 0.05 wt.% fluticasone propionate,
about 5.25 wt.% cetostearyl alcohol,
about 2.0 wt.% isopropyl myristate,
about 10.0 wt.% propylene glycol,
about 0.20 wt.% imidurea,
about 0.20 wt.% methyl paraben,
about 0.10 wt.% propyl paraben, and
the balance in purified water.

8. The lotion according to claim 1, having a viscosity of about 2,000 to 17,000 cps as measured by a Brookfield viscometer fitted with a #27 spindle at 10 rpm at 25°C.

9. The lotion according to claim 2, having the formula
about 5.25 wt.% cetostearyl alcohol,
about 2.0 wt.% isopropyl myristate,
about 10.0 wt.% propylene glycol,
about 0.20 wt.% imidurea,
about 0.20 wt.% methyl paraben,
about 0.10 wt.% propyl paraben, and
the balance in purified water.

10. The lotion according to claim 1, having a viscosity of from about 3,000 to 13,000 cps as measured by a Brookfield viscometer fitted with a #27 spindle at 10 rpm at 25°C

11. The lotion according to claim 2, having a viscosity of from about 3,000 to 13,000 cps as measured by a Brookfield viscometer fitted with a #27 spindle at 10 rpm at 25°C.

12. The lotion according to claim 1, free of mineral oil or white soft paraffin.

13. The lotion according to claim 2, free of mineral oil or white soft paraffin.

14. Use of the lotion according to claim 1 to increase the vasoconstrictor potency of fluticasone.

15. Use of the lotion according to claim 2 to increase the vasoconstrictor potency of fluticasone proprionate.

16. A process for preparing a lotion according to claim 1, comprising:
mixing the ingredients recited in claim 1 at an elevated temperature; and
cooling said mixture.

17. A process for preparing a lotion according to claim 1, comprising:
mixing the ingredients recited in claim 1 at an elevated temperature; and
heating said mixture.

18. A topical lotion comprising:
about 0.005 to about 1.0 wt.% fluticasone, or a pharmaceutically acceptable salt or ester thereof;
a thickening effective concentration of at least one thickener;
a conditioning effective concentration of at least one skin conditioning agent;
an emulsifying effective amount of a surfactant, and
the balance in water.

19. The lotion of claim 18, wherein the lotion has a 2-hour mean blanching score of at least about 2.1, an AUC of at least about 26.7, and an average mean blanching of at least about 1.5.

20. The lotion of claim 18, wherein the lotion is chemically and physically stable for at least 6 months at 40°C.

21. A method of treating a skin condition comprising:
providing a lotion including about 0.005 to about 1.0 wt.% fluticasone, or a pharmaceutically acceptable salt or ester thereof; about 1.0 to about 10.0 wt.% of a C_{14}-C_{20} fatty alcohol or mixtures thereof; about 1.0 to about 5.0 wt.% of at least one skin conditioning agents; about 5.0 to about 15.0 wt.% of propylene glycol; less than about 10.0 wt.% of mineral oil or white soft paraffin, and the balance in water; and,
applying the lotion to the skin having the skin condition.

22. The method of claim 21, wherein the skin condition is corticosteroid-responsive dermatosis, atopic dermatitis, inflammation, eczema, erythema, papulation, scaling, erosion, oozing, crusting or pruritis.

23. The topical lotion of claim 21, wherein the lotion has a 2-hour mean blanching score of at least about 2.1, an AUC of at least about 26.7, and an average mean blanching of at least about 1.5.

24. The lotion of claim 21, wherein the lotion is chemically and physically stable for at least 6 months at 40°C.